creating an ad-attribute profile for each of said advertisements, said ad-attribute profile comprising a measure of uncertainty regarding said recipient's interest in each of said advertisements, wherein said measure of uncertainty inversely affects said ad-attribute profile;

computing a value that said recipient will select each of said advertisements; and

selecting the advertisement corresponding to a highest value.

3.   The method of claim 2, further compromising the step of serving the highest value advertisement of the recipient.

4.   The method of claim 2, wherein said ad-attribute profile further comprises a measure of a degree of content of said predetermined characteristics in said advertisements.

5.   The method of claim 2, wherein said at least one customer profile comprises one attribute for each of said predetermined characteristics.

6.   The method of claim 2, wherein the uncertainty is inversely proportional to a number of times said advertisement has been served.

7.   The method of claim 6, wherein said ad-attribute profile comprises one attribute for each of said predetermined characteristics.

8.   The method of claim 7, wherein said computing step further comprises the following steps for each advertisement:

(a) multiplying an attribute of said customer profile by a corresponding attribute of said ad-attribute profile to yield a product;

(b) accumulating the product; and

(c) repeating steps (a) and (b) for every attribute of said customer profile.

9.   The method of claim 8, wherein said computing step further comprises the step of computing a value based on a predicted sequence of Web sites being accessed.

10.   The method of claim 9, wherein a value for an advertisement is lowered if a particular Web site is predicted to be shown in the future.

11.   The method of claim 2, wherein said computing step further comprises:

adding a revenue amount associated with each of said advertisements to said value; and

subtracting a cost associated with each of said advertisements from said value.

12.   The method of claim 2, wherein said computing step further comprises computing a value that said recipient will select each of said advertisements, said value being equal to a square root of a number of times said advertisement has been served.

-3-